

JUST 15 SHOPPING DAYS TILL CHRISTMAS—BUY SOME GIFTS EACH DAY

Christmas Featuring of Society Chocolates, 80c Pound

These delicious chocolates which have played such an important part in previous Portland Christmases are even better this season. Dark or milk chocolate-covered creams with pure fruits, nuts and other flavors. Packed in half, one, two, three and five-pound boxes. Attractively wrapped and sealed. Made in our Daylight Candy Kitchen—why not order now for Christmas?

—Meier & Frank's: Ninth Floor and All Candy Sections in the Store.



Expert Picture Framing

If you intend giving a framed picture to someone for Christmas now is the time to have this work done. We have a fine selection of mouldings. All work guaranteed.

—Meier & Frank's: Fifth Floor.

See Also
Back Page
of This Section

FREDERICK L. RAWSON, London, England, eminent scientist, teacher and healer, will give a series of scientific, philosophical and religious addresses on "Life Understood" at the Municipal Auditorium, December 11 to 16, at 12, 3 and 8 P. M. daily. Admission free.

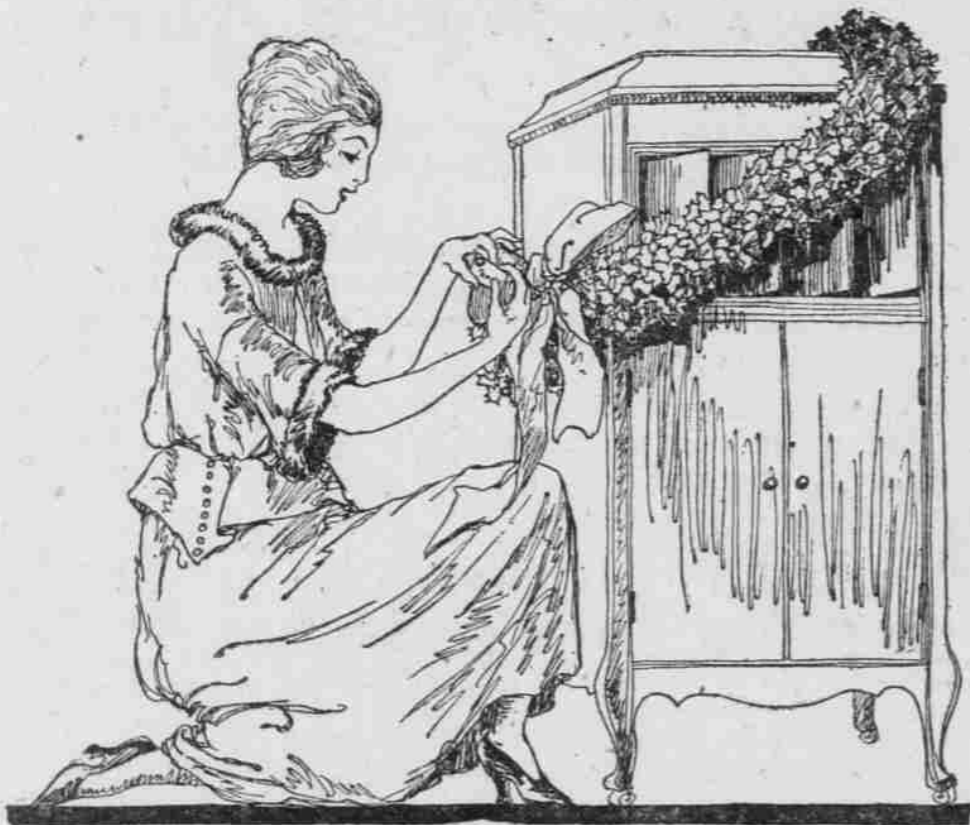
Home Gifts Receive Due Attention at the Christmas Store

*For the Home That Is Without Music
A Gift of Infinite Enjoyment*

A COLUMBIA GRAFONOLA—the very name is musical and suggestive of the nation-wide favor in which the instrument is held. The Columbia Grafonola long since emerged from the experimental stage. It is an honored member of the illustrious family of truly great musical instruments. The MEIER & FRANK COMPANY recommends it and sells it with an unqualified guarantee.

**OUR CHRISTMAS
GRAFONOLA CLUB**

affords everyone an opportunity of securing the grafonola they want on whatever terms in confidence and in reason they wish to pay. Its membership is open to all on the payment of a relatively small amount which applies towards the purchase of the chosen grafonola. Its ranks are filling up rapidly. It would be well to join now.



The Grafonola Illustrated

is of exceedingly artistic appearance as the picture suggests. Its design and finish are typical of the best American craftsmanship. It may be purchased separately for \$125 (with Columbia Individual Record Ejector \$140)—or it may be purchased as part of this very attractive outfit which we have arranged for the accommodation of gift buyers—

Special Christmas Outfit

The outfit is made up of the grafonola, 12 D. D. 10-inch records of your own choice (24 selections), one 10-inch and one 12-inch record album with a joint capacity of 24 records and 300 assorted steel needles. Outfit complete \$136.50, payable on your own terms—in reason.

The grafonola is finished in red mahogany, English brown mahogany, American walnut (satin finish), golden oak, fumed oak and early English oak. It is equipped with shelves adequate for seven albums. It is a splendid size.

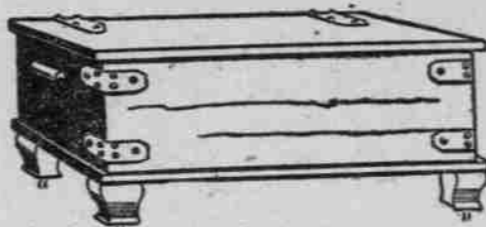
All Other Grafonolas and Records

are ready for immediate gift selection in our Phonograph Shop, Sixth Floor. Those who purchase grafonolas here are assured of the usual MEIER & FRANK service, which guarantees satisfaction.

OUT-OF-TOWN readers are invited to write for free literature and price lists.

—Meier & Frank's: Phonograph Shop, Sixth Floor. (Mail Orders Filled.)

Cedar Chests for Gifts



We have a great variety of styles and sizes in cedar chests that make such practical Christmas gifts. Prices range from the small muff boxes at \$6.50 to the beautiful cabinet boxes at \$52.

A fortunate special purchase brings these three unusual values in cedar chests: \$17.50 chests \$11.25. The \$22.50 chests, \$15.65. The \$26.75 chests \$20.95.

Sale of High-Grade Curtains

A gift any woman will appreciate. The designs we are offering at special prices are of unusual attractiveness and distinction. Included are nets in Arab lace and Dutchess curtains, voiles and marquisettes. Four lots as follows:

\$4.90-\$5.00 Curtains, pair	\$3.65	\$10.00-\$12.50 Curtains, pair	\$7.85
\$7.20-\$8.45 Curtains, pair	\$5.40	\$13.80-\$15.00 Curtains, pair	\$9.95

—Meier & Frank's: Seventh Floor. (Mail Orders Filled.)

**Order the Christmas
"Hoover" Early**

"What! Give my wife a vacuum cleaner for Christmas?" exclaims the Man-Who-Doesn't-Understand-Women. "Never! That's too much like WORK," says he, virtuously.

Why, Man Alive, that's the very thing she wants. A Hoover vacuum cleaner does all her rug beating, sweeping and cleaning. It saves her an amount of energy and time all year long. The Hoover cleans thoroughly—that's why good housekeepers like it.

If your wife hasn't a Hoover give her one first—and add to it the diamond or watch or books or gloves of which you had been thinking.

Hoover vacuum cleaners are in the Carpet Shop, Seventh Floor, and the Electric Shop, Basement Balcony.



Your Own Terms—in Reason

Other Electric Gifts

Grills which broil, fry, boil, toast.
Toasters for two or four pieces of bread.
Coffee percolators of almost any size.
Curling irons and pressing irons.

Flashlights of approved kinds.
Majestic heaters which look like radiant suns.
Heating pads for people who like to jump into warm beds.
Thor and Eden washers which take all the work out of washing.

—Meier & Frank's: Electric Shop, Basement Balcony.

For Gifts—

Beautiful Chinese Rugs

A new importation of Chinese rugs contains the much-wanted small sizes as well as the larger sizes. They are in exquisite colors with the typical Chinese blue patterns—and all made on hand looms. Their rich sheen looks like silk. Prices begin at \$48 and go to \$375.

**Royal Turkish Rugs
Exclusively Here**

Quite the most exact American copies of Oriental rugs that we have seen—for they are very much alike in color, pattern, texture. Sizes 25x40 inches at \$10 and up to 9x14 ft. rugs at \$195.

—Meier & Frank's: Seventh Floor. (Mail Orders Filled.)

**Fine Wilton Rugs
Arriving Daily**

For several weeks customers have been waiting for these room-size rugs. We are receiving new colors and designs almost daily. 9x12 ft. Wiltons are as low as \$100.

—Meier & Frank's: Seventh Floor. (Mail Orders Filled.)

**Sale of \$15.00 Auto Robes
\$11.75**



Two distinct lots of high-grade auto robes are included in this special selling for gift buyers. Assorted Scotch plaid wool fringe robes.

Oregon City Indian robes. A big variety of patterns and colors. Sizes average 60x78 inches. Durable robes that are warm and good looking. A fine gift for an autoist.

—Meier & Frank's: Sixth Floor. (Mail Orders Filled.)

**Any of These Pieces
\$1**

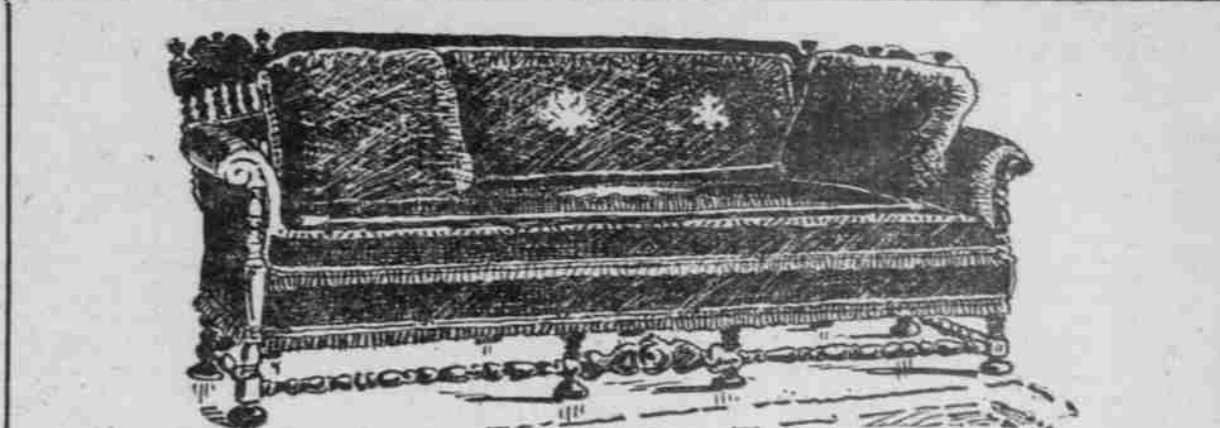
An extraordinary sale of high-grade silver-plated tableware with STERLING SILVER ferrules and pearl handles. Buy for gifts.

Included are cake knives, salad spoons, salad forks, tomato servers, pie knives, cold meat forks, gravy ladles and bread knives.

Limited number of each kind. Early selection is advised.

SUBJECT TO 5% WAR TAX.

—Meier & Frank's: Housewares Section, Basement.



The Italian Sofa Pictured

is part of a very beautiful Italian style living-room suite in the Burlington House of Interior Decoration, the Seventh Floor. The suite consists of this long carved sofa, a fireside bench, a richly-carved armchair, an easy chair, a lady's carved-back chair, a gentleman's chair, a side chair, a tabourette. Made of Italian walnut covered in golden brown velour and ornamented with needlepoint patterns and a decorative gimp and fringe. Priced \$1050.

—Meier & Frank's: Seventh Floor.

Twenty Different Styles of Luxurious

Davenport and Easy Chairs

Are Made in the MEIER & FRANK Furniture Workrooms

Christmas orders should be given immediately for, while there is a fairly large collection now made up, we shall not have enough to satisfy all our customers who will want them at Christmas.

They are wonderful gifts for the whole family to put together and give to the HOME. A davenport or an easy chair will do more to keep everybody home and happy than anything which can easily be thought of.

Of course there are davenports and davenports. Only the most competent workmen—artists in their line—are permitted to make the MEIER & FRANK kind.

Davenports

In denim, \$98.50, \$110, \$115, \$127.50, \$145.75, \$164.75, \$200.

In tapestry and velour, \$119.50, \$136.25, \$138.50, \$156.25, \$177.50, \$227.

In figured or plain mohair, \$275 and \$336.

Easy Chairs

In denim, \$52, \$69.75.
In tapestry, \$64.50 upward.

Your Own Terms—in Reason

—Meier & Frank's: Eighth Floor. (Mail Orders Filled.)

**Easy Chairs
\$39**

Well made, very comfortable chairs covered with short lengths of tapestry and velour which we happened to have on hand.

Rockers are \$41. Made in our own workroom. Buy for gifts.



**GOOD BOOKS
Are Always Welcome**



Anybody can give them to anybody—to youngsters, to casual friends, to intimate friends of either sex, to dad, to mother, to cousins, sisters, aunts—every book is a new world in which to visit awhile.

Wonderful books for children—thousands of them. Very latest arrivals are "The Boy Smith Mother Goose," with very beautiful pictures, at \$3. Six Bubble Books, each with three phonograph records at \$1 a book: this season's two new ones are "The Funny Froggy Bubble Book" and the "Happy Go Lucky Bubble Book"; besides these there are "The Pie Party Bubble Book," "The Pet Bubble Book," "The Second Bubble Book" and "The Third Bubble Book."

**Suggestions for
Grown-Up Gifts**

"Lindon Condon," by Joseph Hergesheimer, is a book that everyone interested in well-written "big novels" will want to read, \$1.75.
"Abraham Lincoln"—a play by John Drinkwater; the great theatrical success of last year in London, one of the finest plays of our time. \$1.25.

"Spanish Doubloons," by Camilla Kenyon, a really humorous story, \$1.50.

"The Ridin' Kid From Powder River," by Henry Herbert Knibbs, an exciting story of the West crammed with gun-play and adventure, \$1.75.

"The River's End," by James Oliver Curwood, a fascinating tale of Arctic wastes, mystery, a wonderful love, \$1.50.

"Free Air," by Sinclair Lewis, the new story about Seattle people, \$1.75.

"French Ways and Their Meaning," by Edith Wharton, a brilliant and intimate study of the French, \$1.50.

"Drowned Gold," by Roy Norton, a modern "Twenty Thousand Leagues Under the Sea," \$1.65.

"The Book of a Naturalist," by W. H. Hudson, a genuine literary treat, \$3.50.

"Memories of Buffalo Bill," by his wife, Louisa F. Cody, \$2.50.

—Meier & Frank's: Fifth Floor. (Mail Orders Filled.)

**It Is Fun to Do Christmas
Choosing in the**

Furniture Gift Shop

There are so many kinds of things there which people of good taste like. Bits of fine glass. Beautiful things in Italian polychrome. Screens to hide prosaic telephones. Lamps that are so beautiful they add to the color scheme of any room. Nests of tables. Amusing tea trays rich with modern color. \$1 upward.

This Gilt Mirror at \$11.50

is one of a large collection of individually charming examples. Some are lacquered, many are in mahogany and walnut, a large number are in antique gold.

There are large and small sizes for boudoirs, drawing rooms, halls, sitting rooms, libraries. They almost cover the walls of the Gift Shop.



This Polychrome Candlestick



with decorative Florentine fruit is \$3.

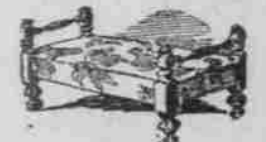
The candle is marbled and very fashionable at \$1.50.

Candles especially made and dyed in two color combinations to our order are \$1.

Mahogany candlesticks start at 95c.

This Mahogany Footstool

is upholstered in tapestry and at \$8.75 is a great help to that "tired feeling." Its posts and bars keep one's feet comfortably placed without that accidental "slipping off" feeling.



**This Mahogany Finish
Smoking Stand \$2.50**



is a particularly nice-looking gift at moderate outlay.

Visitors are very cordially invited to make use of the Gift Shop's suggestions.

—Meier & Frank's: Ninth Floor. (Mail Orders Filled.)

**"Let's Be
More Careful"**

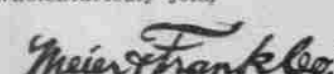
Has it ever occurred to you why there are so many accidents on Portland's streets?

It is due, mainly, to two reasons. First, the congestion is greater than in most other cities on account of our comparatively narrow thoroughfares. Second, individuals, drivers and pedestrians included, fail to relax their haste when crossing the street.

How to make travel safe on Portland streets has become a tremendous problem, greatly aggravated by the holiday rush now on. No organization nor group of organizations can successfully handle it. It is strictly up to EVERY individual. To help make it easy—to help us and our drivers and every member of our organization—to help every other organization and its members—to help YOU and every other person halt the alarming increase in accidents and make travel on Portland streets safe for mother, child, everyone—a campaign has been inaugurated whose rallying cry is

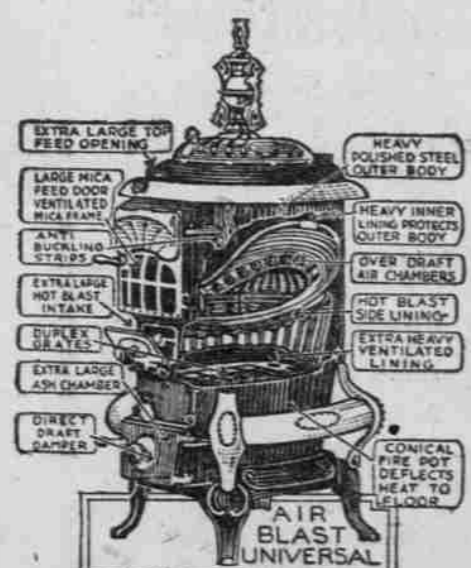
"Let's Be More Careful"

A campaign in which every man, woman and child should wholeheartedly join.



**The Universal Air Blast
Heater \$39.50 to \$53**

Your Own Terms—in Reason



The Universal Air Blast Heater saves on fuel, warms the floor, holds the fire. A combination heater built on the over-draft principle. Air is admitted in large volume through the hot blast intake at the front and completely surrounds the fuel pot where it is raised in temperature to a tremendous degree. The air is then released into the combustion chamber where it mixes with the gases and creates perfect combustion. The Air Blast consumes the black smoke and gases. Has duplex grates—burns wood, coal, bark and briquets.

Your Own Terms in Reason.

**For
Gifts**

Andirons, Fire Sets, Portable Basket Grates, Spark Guards, Porcelain Ranges, Combination Coal and Gas Ranges, Automatic Gas Ranges.

—Meier & Frank's: Sixth Floor. (Mail Orders Filled.)